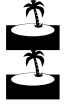


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Making A Radio Commercial

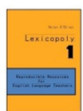
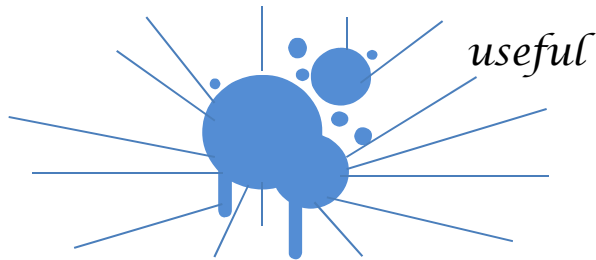


You and your partner are going to make a commercial for the radio.

Choose the **product** you want to advertise. Draw a picture of it in the box below, and label the picture.

our product name is: _____

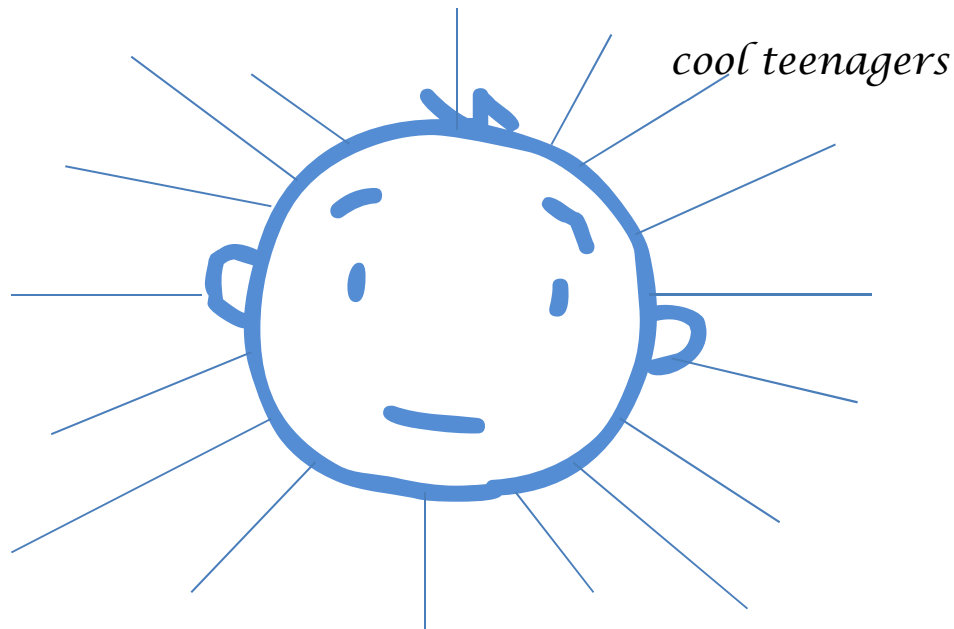
What **adjectives** would you use to describe your product?



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Making A Radio Commercial

1. What kind of person would buy your product?



2. Why would that person like the product?

3. What **aspects** of the product make it better than other similar products?



With your partner, write a 1-minute radio commercial for your product. Remember to introduce and describe the product clearly, making it sound very attractive! Give the listeners lots of reasons why they should buy your product. Make sure both you and your partner have a chance to speak.

- Now record your radio commercial!
- Listen to all the radio commercials.
- Which product do you want to buy? Why?



Lexicopoly 1

a reproducible resource book for English Language teachers

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Find activities on asking for and giving advice in Unit 2